

# MIKE MATUCZINSKI

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Utilizing experience and passion for digital communications to lead teams and execute strategic and creative initiatives across multiple platforms

## SKILLS

Team and project management




Workflow creation




Digital transformation



Campaign creation and branding




Content management and CMS  
(Sitecore, Umbraco, WordPress)



Social media marketing



Front end web development  
(HTML5, CSS3, Javascript)




Art Direction



Motion graphics and animation



Video creation, direction  
and editing



Graphic design



Audio creation and editing



Photography and videography




Email design and development



Print design and production



Adobe Creative Cloud  
(Photoshop, After Effects,  
Premiere Pro, Dreamweaver,  
Illustrator, InDesign)



## EDUCATION

Moravian College  
BA: Graphic Arts

Digital Marketer  
Certified Content Marketing  
Specialist, Aug 2019

Indeed Assessments  
Highly proficient in management,  
leadership skills and marketing

Continually staying current with  
emerging tech and design trends

## EXPERIENCE

**Director of Creative Services** • *January 2023 - Present*

INNOVATIVE DESIGNS & PUBLISHING • EASTON, PA

- Lead, develop and coach creative production team of 7 designers
- Lead the digital transformation effort to decrease the reliance on print media and expand digital products and services
- Develop and manage company wide communication, production and workflow processes
- Develop and execute website taxonomy, content, SEO and platform initiatives
- Manage and develop email marketing systems and strategies
- Build new, more efficient internal and external processes and workflows

**Digital Marketing Specialist** • *December 2021 - December 2023*

KITCHEN MAGIC • NAZARETH, PA

- Oversee and develop UX/UI and front end solutions for KitchenMagic.com
- Develop and manage team projects and traffic
- Develop and manage company wide processes for content
- Video editing, graphics and animation

**Sr. Digital Designer** • *June 2017 - November 2020*

CRAYOLA • EASTON, PA

- Oversaw Crayola's branded digital creative, development and style guides
- Contributed to the ideation and execution of digital marketing campaigns totaling over 59 million video plays and 31 million post engagements
- Championed, prototyped and developed Sitecore page building templates in conjunction with the IS team for Crayola.com (HTML5, CSS3, Javascript)
- Identified new digital experiences and products to enhance user journeys
- Analyzed and evaluated user and ad data to implement marketing and creative strategies (Google Analytics, Google Tag Manager, Facebook Ads Manager, Monetate)
- Organized and ran weekly meetings with external and internal designers to ensure design consistency
- Communicated deliverables and direction to leadership and stakeholders

FULL WORK HISTORY AVAILABLE UPON REQUEST

## FEATURED PROJECTS

[Crayola.com >](#)

Web development, process development, UX/UI design and development, analytics, project Management, marketing strategy

[ArtsQuest Website Digital Transformation >](#)

Process development, team and project management, UX/UI

[Crayola Digital Ads >](#)

Art Direction, ideation, motion graphics and animation, marketing strategy